

# PRINT MEDIA ECONOMIC-POLITICAL IDEOLOGY IN PREACHING FOREST AND LAND FIRES IN SOUTH OF SUMATERA 2016

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**Abstract:** *Print media coverage of land and forest fire control (karhutla) in the Daily Sumatera Ekspres, Sriwijaya Post and Koran Sindo discuss the reality that has been constructed in accordance with their interests. The three newspapers have their own news composition in discussing and constructing the reality of the forest fire control policy in South Sumatra. The difference arises in relation to business interests and political interests, these two interests are unable to avoid the three newspapers from partiality. The era of media capitalism makes mass media products, including news become commodities. This means that the discourse produced by the media is no longer focused on the interests of the audience as consumers, but discourse is directed at attracting market attention and obtaining economic benefits. Media idealism is increasingly eroded by the influence of the penetration of the ideology of capitalism. The ideology displayed by the mass media has an important influence in building views for certain goals to be achieved in its reporting.*

**Kata Kunci:** *Ideology, capitalism, media political economy.*

Attention to the events of forest and land fires (karhutla) indeed continues to increase, various actions have been taken to avoid, reduce or suppress the impacts of unwanted forest and land fires, but the haze pollution disaster is still occur again at different levels in the same location every year in Southeast Asia; the highest level occurred in August-October 2002 since the 1997 fire. But a similar case, a more devastating forest fire and haze disaster occurred in August-December 2015, especially in South Sumatra, Riau, Jambi, West Kalimantan, Central Kalimantan, and South Kalimantan.

In order to anticipate the recurrence of the 2015 forest and land disaster, the Government of South Sumatra Province for the support of the Central Government and cooperation with a network of *stakeholders* in South Sumatra, has prepared policies and strategic steps to anticipate the recurrence of the karhutla disaster since January 2016. These various strategic steps has been socialized to the Regency / City Governments in South Sumatra, all elements of society, including mass media operating in South Sumatra.

In the context of the research, the researchers noted the policy and strategic steps anticipated that had been taken by the Government of the Province of South Sumatra to anticipate the recurrence of the karhutla disaster in 2016, through newspaper reporting as the object of research, as in Table 1.1. as follows:

**Table 1.1.**  
**Strategic Policies and Steps to Anticipate**

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### South Sumatra Provincial Government in 2016 Forestry Control

No.	Anticipation Policy (Strategic Steps)	Remarks
1.	The Establishment of the South Sumatra Forestry Task Force Led by the Gapo 044	Team consists of TNI, Polri, BPBD, Dishut, Team Manggala Agni, Damkar, Regional Government
2.	Establishment of a Hotspot and Point Field Monitoring and Checking Team Fire ( <i>Ground check hotspot and fire spot</i> )	BMKG and BPBD
3.	Formation of Fire Fighting Team (RPK)	Small Field Team consisting of elements of the TNI, Police and local SKPD
4.	Establishment of Committee <i>Green Growth</i> South Sumatra	International prevention Sumatra of support forest campaign fires in for South
5.	Validation and Dissemination Regional Regulation (Perda) No. Sumsel 6 of 2016 concerning the Provincial Forestry Control	and South Sumatera DPRD, Related SKPD and South Sumatra Regency / City Government
6.	Issuance of Circular Letter of the Governor of South Sumatra No. 660/1697 / SKG / 2016 dated June 6, 2016 Regarding 2016 Forestry Prevention and Prevention Preparedness	to all SKPD, Kodam, Polda, District / City
7.	Sumsel Health Office Circular on Steps to Prevent and Control Bad Impacts of Haze due to Forestry	to the Office Health District / City in South Sumatra
8.	Declaring the Motto of Smoke-free South Sumatra	collaboration Provincial Government, District / City, TNI, Police, Corporate Affairs, South Sumatra Civil Society Coalition
9.	Signing of the MoU between Sinarmas Forestry Partners (PT SBA, PT BAP, PT MBH) Working Areas Kab. OIC related to Forestry Prevention Efforts in Production Forest and Protected Forest Areas	with OKI Regency / Related SKPD, Kodim, Polres
10.	Conduct Weather Monitoring by using Automatic Weather Station at 16 Fire Points in Kab. OKI The	assistance of Mitra Sinarmas Forestry (PT SBA, PT BAP, PT MBH) collaborates with BPPT.
11.	Establishment of the Fire Prosperous Care Village (DMPA) and Recruitment of the Community of Fire Care (MPA)	CSR of Mitra Sinarmas Forestry (PT SBA, PT BAP, PT MBH).
12.	Establishment of Fire Care Farmers Group (KTPA) OKI Regency	Formed by PT. Sampoerna Agro is supported by the South Sumatera Police Chief
13.	Regional Construction of the Karhutla Monitoring and Control Post for the Musi Banyuasin (Muba) Formed	Districtby BPBD Kab. Muba for Combined Team Command Post
14.	Establishment of the Guardian Guidelines for Forest Control of Alert District of Muba Formed	by BPBD, Dishut, Kodim and Polres Kab. Muba
15.	Establishment and Inauguration of the <i>Muba Tangguh</i> Rapid Response Team	BPBD Regency Government

	(MBB) of the Muba	
16.	Imposing the Makmur Peduli Api (DMPA) Village	Muba Regency Government
17.	Application of the Planting Pattern 3 times a year	Sumsel Agricultural Service
18.	Water booming	for location that is difficult to reach by land
19.	Giving extra motivation to the Team of the North Sumatra Karhutla Task Force by the Governor	BPBD, Gapo Korem 044, South Sumatra Forestry Service
20.	Socialization and Supervision and Simulation of the Forest Fire Prevention	of North Sumatra and South Sumatra Regency Government / City
21.	Operationalization The Artificial Rain / Modification Technique (TMC) program	South Sumatra BPBD, for hotspot blackouts
22.	Launches the Precise Prevention and Extinguishing of Karhutla called Bios 44 (Micro-organism fused) and Nusantara Gapo 44 (foam foam technology)	Made by North Sumatra Karhutla Task Force from Korem 044 / Gapo
23.	Operationalization of Fix Wing Drones Cruising Power 100 Km to monitor <i>hotspots</i> and <i>fire spot</i> in forest and land	LAPAN and Forest Service South Sumatra
24.	Launched a 200 thousand ha Peatland Restoration Program in Kab. Muba and OIC Sumsel	Peat Restoration Agency
25.	Drilling at Area Development Peatland	Restoration Agency Peat
26.	Moratorium Enforcement Opening and Burning Land	South Sumatra Forestry Office
27.	Special Task Force Team Hazard Mitigation Karhutla	PT. Musi Hutan Persada (MHP) and Kepkab. Ogan Komering Ulu Timur (OKUT), supported by Kodim, OKUT Polres.
28.	Preparation of 15 Dots of Water Dam with a Capacity of 50-200 liters and Making 60 Command Posts Monitoring 10-15 Personnel per Post	PT. Musi Hutan Persada (MHP) and Regency Government. Ogan Komering Ulu Timur (OKUT), supported by Kodim, OKUT Police
29.	Prevention Socialization pens Fields without Burning	District Government. Musirawas

**Source:** Extracted from selected news in the Daily *Sumatera Ekspres*, *Sriwijaya Post* and *Sindo Sumsel Newspaper* Edition August-December 2016.

In the data Table 1.1. above, the policy and strategic steps to anticipate karhutla disaster prepared by the Government of South Sumatra Province, show that the potential for the recurrence of the karhutla disaster in 2016 is still very high. The potential threat can be seen from the monitoring of satellites that have detected (*hotspot* / *fire spot*) in South Sumatra, and even forest and land areas have started to burn even though the distribution of smoke has not been monitored. *Update* data on distribution *hotspot* from the National Aeronautics and Space Agency (LAPAN) dated August 6, 2016 issued by the Forestry Monitoring Unit of the Forestry Control Unit of the South Sumatra Province Forestry Monitoring Unit, said that there were 18 *hotspots* in the South Sumatra region. From these data

the potential for forest and land fires in 2016 is still very high. The distribution of 18 *hotspots* is in six districts as follows: Musi Banyuasin (2), Empat Lawang (2), Musi Rawas (2), PALI (3), OKU Selatan (4) and Ogan Komering Ulu (5), a total of 18 points .

Based on the description of the karhutla conditions and potential in South Sumatra, encouraging researchers to look critically at dismantling the ideology of the daily newspaper *Sumatra Ekspres*, *Sriwijaya Post* and *Sindo Sumsel newspaper* which became the object of research in reporting karhutla control policies. Considering the coverage of the karhutla control policy is the implementation of the strategic functions of the three newspapers, namely providing information to the public while carrying out social controls to the Government of the Province of South Sumatra, in relation to the implementation of the karhutla control policy.

In this regard, in a critical perspective, researchers suspect that the news about forest fire control policies in the three newspapers produced by journalists and media institutions uses considerations based on economic interests and certain political interests. Political economic interests can also be directed at economic profit orientation (securing a turnover of income that relies on advertisers) and power orientation, in terms of securing themselves from the pressure of the authorities and power. All of that was done, of course, with the aim of securing the ideology that it fought for.

On the one hand, newspapers in South Sumatra seem to try to put themselves in a safe position, both in the constellation of economic interests (capital owners) and on the other hand, also securing themselves from the pressure of power in the name of political interests. In that situation, the three newspapers that were the object of research produced news about the policy of controlling forest fires which caused a smoke disaster. In that context, local newspapers are required to carry out their functions independently, but in different contexts local newspapers in South Sumatra are unable to avoid the interests of the market, pressure on the owners of capital and the political interests and power of the local government. Moreover, the issue of karhutla which caused the smoke disaster was the issue of "sexy" which became the center of attention of the world.

The coverage of the three newspapers which are the objects of research on the karhutla control policy is to present the reality in the form of news, where each of the three newspapers studied has a different reporting composition and its own way of framing, constructing and raising certain discourses from reporting on karhutla control policies. Therefore, each journalist is thought to have a different perspective in constructing the news on karhutla control policies.

The impact of symbolic war is not infrequently produce the effect of supporting or opposing in concrete form in the form of portraying a positive image of himself or his group and negative on the other side. Including symbolic warfare in the coverage of karhutla control policies that give rise to. Each media reports with certain perspectives and meanings. The karhutla disaster is an annual disaster that results in the emergence of a smog disaster which always disrupts neighboring countries. Generally the news production process in a media institution considers the principles of news value. In fact, some media institutions have news eligibility criteria that become journalists' guidance in packaging news. That is why there is a

variety of news content in a number of mass media and how managers apply the principles of news value will have implications for the quality of the news produced and will affect the results of the construction of a news.

Could the three newspapers that are the object of this research carry out their ideal role? Do you have a role in solving the problem of karhutla? Or is it even part of the problem, is not part of solving the forestry problem in South Sumatra? Do the news about the karhutla control policy produced by the three newspapers actually lead to pessimism rather than presenting optimism to the people of South Sumatra? These questions encouraged researchers to find out how the three newspapers constructed the events of the karhutla control policy into the news it produced.

## LITERATURE REVIEW THE

Political economic theory directs research on the media in the empirical analysis of ownership structures, media controls and market forces. According to Denis McQuil (1997: 82), in conducting studies on mass media as an industry, we can conduct studies based on the theory of media political economy. Based on the theory put forward by Garnham, media institutions must be assessed as part of an economic system that is also closely related to the political system. The quality of knowledge about society produced by the media for society, can largely be determined by the exchange rates of various contents in conditions that impose an expansion of messages, and also determined by the economic interests of owners and policy makers (in McQuail, 1997: 63).

The media political economy developed in the 18th century in response to capitalism. Observers of the flow of Marxism consider the power of capitalism responsible for the growth and change of society. According to Marx, mass media is essentially a class control tool because it is directly related to the ownership of economic power and the spread of messages that affirm the legitimacy and class values in society, in this case the capitalist class (Curran et al. 1982: 26). On the other hand, the media reflects the ideology that finance it in the media activity. So the applicable law is that when certain forces dominate all economic and political resources in society, then that power will also dominate the existing political system.

The media industry is an industry that seeks maximum profits so that the media can survive. *The New Palgrave* defines political economy as the science of prosperity which deals with the efforts of humans to fulfill and satisfy their desires. Media political economy can be defined as a study of social relations, especially power relations that form or influence each other's production, distribution and consumption of resources, in this case mass communication products, such as newspapers, magazines, television, radio, film, video and audiences. All of these are the main sources in media political economy (Mosco, 1996: 24-25).

Mosco looks at four *features* of media political economy. *First*, media political economy is the study of social change and historical transformation. While other visions that are more critical, social and historical contexts are specifically more interested in investigating and describing (*late capitalism*). The issue and focus are mainly on the ways in which communication activities are structured by uneven distribution of mineral and symbolic resources (Golding & Murdock 1992: 16-17).

*Second*, political economy also intends to "test" social relations that influence economic, political, social or cultural aspects. In this context for Stuart Mill, for example, political economy is one of the basics in understanding the overall social aspects. As for Mosco itself, the social relations in question mean that political economy is a study of rules that govern individual relations with institutions. Therefore, all social fields are basically the fields of political-economic analysis.

*Third*, political economy is related to moral values philosophically, meaning refers to social values (*wants about wants*) and concepts about social practice (Mosco 1996: 34). The principles of justice, equality and *public goods* are the main references to moral questions that underlie political economy.

*Fourth*, political economy has praxis characteristics, namely an idea that refers to human activity and specifically refers to the creative and free activities in which people produce and excite the world and their selves (Mosco 1996: 37). Golding & Murdock (in Barret 1995: 186) adds that political economy is also *concerned* with the balance between capitalist companies and public intervention.

For Mosco, there are three concept entries in the political economy of the media that are interesting to study, namely **commodification** (commodities), **spatialization** (spatialisation) and **structuralization** (structuring). *Co-modification*, namely the process of returning goods / services that are valuable in their use and changing them with commodities that are valuable to what the market can produce. Identify four forms of co-modification; *First*, co-modification of content, namely the process of converting messages and data sets into meaning systems in such a way that they become products, which can be marketed. *Second*, the commodity of the audience, namely the media process produces audiences to then submit to advertisers. Media programs, for example, are used to attract audiences, and in turn companies that want to access the audience submit certain material compensation to the media. *Third*, commodities *cybernetic*, which are divided into *intrinsic co-modification* and *extensive co-modification*.

In the first, the media exchanged *ratings*, while in the second, commodification reached all social institutions, so the media only had access. *Fourth*, commodification of workers who use technology to expand the process in order to produce commodity goods and services.

*Spatialization*, namely the process of overcoming differences in space and time in social life. Mosco's elaboration on spatialisation also concerns the issue of integration. He divided integration into two; vertical and horizontal. Vertical integration is *the concentration of firms with a line of business that excludes a company's control over the process of production*. Whereas horizontal integration is more defined as *"when a firm in one line of media a major interest buyer in another media operation, not directly related to the original business, or when it takes a major stake in the company entirely outside of the media"*.

*Structurations*, bringing together ideas and agencies, processes and social practices into structural analysis. When deviating from this issue, it seems that Mosco absorbed Golding & Murdock's ideas about the *interplay* between structure and *agencyvis-a-vis*. Mosco himself underlined that social life itself consists substantially of structure and agency. An important characteristic of this theory is the power given to social change. The process

of social change is a process that describes how structures are produced by agents acting through a structural medium. Structuring thus wants to balance trends in political- economic analysis in describing structures by showing and describing agency ideas, social relations and social processes and practices. Although the most influential factor in political-economic analysis is the media institution and its context, the Masco concept is seen as suitable for analyzing a range of media activists, from production to reception cases in a single unit model.

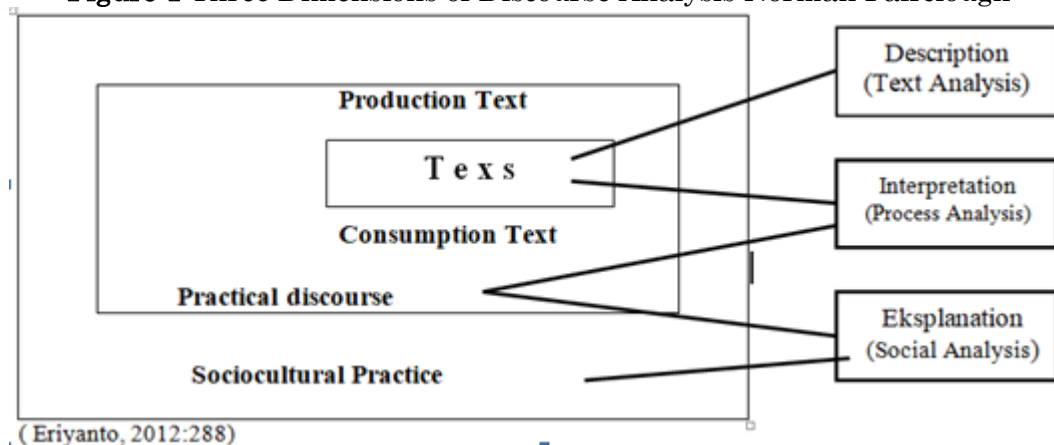
## RESEARCH METHOD

The approach used in this study is a critical paradigm. This paradigm according to Ibnu Hamad (2004: 43), is a paradigm that pays attention to the dismantling of the hidden aspects behind a visible (*reality virtual reality*) to do criticism and change (*critique and transformation*) on social structures, in this case with regard to what the newspapers have done in constructing political parties.

The critical paradigm according to Denzin and Lincoln (1994: 110) ontologically puts forward aspects of historical realism, namely the actual reality sharpened by social, political, cultural, and economic values that crystallize continuously in an era. The critical paradigm views reality as a "pseudo" reality that has been formed by various social, economic, political forces that have crystallized in the historical process.

This research method uses a qualitative approach to critical discourse analysis. Qualitative according to Sugiyono (2007: 1) is a research method used to examine natural object conditions, (as opposed to experimentation) where researchers are key instruments, data collection techniques are triangulated (combined), inductive data analysis, and the results of qualitative research emphasize the meaning rather than generalization. Whereas according to Basrowi Sadikin qualitative research is a type of research that produces findings that cannot be achieved using statistical procedure procedures or by means of other quantifications (Basrowi Sadikin, 2002: 1).

While it is critical discourse analysis (*Critical Discourse Analysis*) is based on the critical paradigm of Norman Fairclough. Fairclough (1995: 93), see discourse analysis can be done with two perspectives, namely the perspective of *communicative events* and *the order of discourse*. *Communicative events* have a particular nature, a specific communication event such as an editorial, newspaper or television program. From the perspective of *communicative events*, *critical discourse analysis* is the analysis of the relationship between three dimensions: Text (*text*), discourse practice (*discourse practice* namely the production process - seeing the level of society or culture).

**Figure 1** Three Dimensions of Discourse Analysis Norman Fairclough

The critical discourse analysis model offered by Norman Fairclough is based on a big question, how to connect micro text with a macro community context. Fairclough seeks to construct a model of discourse analysis that contributes to social and cultural analysis, so that he combines the tradition of textual analysis - the one who always sees language in Fairclough's space is seeing language as a practice of power (Fairclough, 1995, in Eriyanto, 2006: 285).

## RESULTS AND FINDINGS

Discourse increasingly has an important influence when in social and political areas. Because in these two regions, discourse has a veiled motive that is influenced by interests owned by individuals or groups who discourse. In the context of analyzing the results of research at the text level, discourse and sociocultural practices, the results relating to media ideology with the reporting of karhutla handling problems are related to one's understanding, frame of mind, or position in interpreting the reality of karhutla handling. But what needs to be observed is that ideology often only represents a certain group or elite who has power in society.

In this context, ideology becomes a tool to legitimize systems and mechanisms of dominant power in society. So that it can be understood when any ideology and in any community group is always subjective. The element of dominance is achieving the expected goals by the dominant group that has power.

This can be seen in the selection of news sources handling forest fire, both by *Sumatra Ekspres*, *Sriwijaya Post* and *South Sumatra Sindo Koran* tend to display "permanent" sources such as the National Disaster Management Agency (BNPB), Governor, Head of Regional Police (Kapolda), Disaster Management Agency Regions (BPBD), Forest Service, South Sumatra Karhutla Task Force (Dansatgas) Commander, environmental NGOs, plantation companies and so on.

Media continues to strive to display events that are meaningful to audiences, its orientation is not only focused on the context of the events reported but also concerns the "needs" and "tastes" of the audience simultaneously. Audiences that are counted as news readers will be conditioned as addressed and obtain stories from the media, in order to place



the reader in a certain ideological way. When it is associated with the concept of domination, it refers to the use of power, the strength of the dominant group, whether journalists, media managers or capital owners and advertisers at the same time, so that the media can build power to lead opinions or news that favor the interests of groups defended by the media. In this case, the media is presented by its own perspective or ideology. Therefore, when entering this stage the media can no longer be seen as an impartial institution and free from various interests.

The media implements what ideology based policies will be chosen, although in its development, the ideology adopted by the media is difficult to be in a permanent condition. Because, media ideology can change at any time, depending on market interests (business / economy), the dynamics of press freedom and political interests, often causing the interests of the media not to converge at one point. So it is not strange when many media ideologies are influenced by the economic, social and political systems that are in effect. Substitution and changes in the political system will also lead to the changing patterns of media ideology domination. This condition then causes media ideology not to be static, but otherwise very dynamic. Through text produced by the media, it will reinforce how an ideology is constructed, and changed.

In this regard, especially in the context of media coverage related to the karhutla control policy in South Sumatra, various ideologies and interests of certain parties related to karhutla control, it can be seen clearly that the creation of karhutla control news texts is influenced by media ideology. In this case the ideology of the three newspapers was the object of research, namely *Sumatra Ekspres*, *Sriwijaya Post* and *Sindo Sumsel Koran*.

The third daily articulates in an integrated manner the news text about karhutla displayed. The integrated articulation shows the three newspapers in constructing the karhutla reality in accordance with their goals and interests. The ideology displayed by the three newspapers is reflected through the news text, oriented towards efforts to safeguard the interests of market stability (business / economy) and maintain and strengthen the "good" relationship (power relations) with the government (authorities / politics). It can be seen that the three newspapers - with their respective methods and strategies - show their alignments with the interests of the market and the government as the makers, and implementers of the karhutla control policy.

The use of news sources which are dominated by the government, the TNI, the National Police and those who support the government's efforts in controlling forest fires, shows that partisanship. Furthermore, the context of the news that shows the emphasis on the hard work of the provincial government, district / city government and exposure to alertness, vigilance and success of regional apparatus organizations (OPD) such as the Regional Disaster Management Agency (BPBD), Forestry Service Unit, in the implementation of Karhutla Control (Dalkarhutla) Forestry control throughout 2016, also reinforces the ideology carried out by *Sumatra Ekspres*, *Sriwijaya Post* and *Sindo Sumsel Koran* in constructing the karhutla control event in South Sumatra in 2016.

Because mass media is a product that is influenced by politics, economy, culture and history . So the focus of the study is what functions must be carried out by the mass media in society. The definition and reproduction of reality produced by mass media is not only seen as an accumulation of facts

or reality itself. Reproduction of reality through media is a representation of ideological tugging or value systems that have different interests from each other. In this case, the media not only plays its role merely as a passive instrument that is not dynamic in the process of cultural reconstruction but mass media remains a dynamic social reality (Wuryanta, 2006).

In line with that view, the ideology of the three newspapers that are the object of research is also inseparable from the various existing contexts. *Sumatra Express* puts forward the market ideology in carrying out its journalistic activities. The interest to achieve profits is economically the orientation put forward by this newspaper.

The choice to view the reality of the forest fire control policy as an "objective" event, not to be polemic especially conflict with the fact of the news with the ruling elite, is a choice of realistic attitude in securing the interests and orientation of its market ideology. Especially since it was acquired by *Jawa Pos Group* (JPNN), which prioritized securing market interests and relations with the authorities. The choice of the objective journalist model, aka "peaceful" journalism in the style of *Sumatra Ekspres*, which was influenced by its parent, *JawaPos*, emphasized the ideal orientation of securing market interests promoted by *Sumatra Ekspres*.

*Sriwijaya Post*, hiding its choice of market ideology in the practice of the objective- empirical and humanist journalism model which claimed to prioritize independence over the principles of truth and public interest, did not come out of *rules of conduct of the* the ethical and professional press. But in the news of karhutla control shows partiality to the government and is oriented to market interests. The choice of the model and the orientation of its market ideology has actually become a reference for all media under *Kompas/Kompas Gramedia Group* (KKG).

*Koran Sindo Sumsel*, as a new daily newspaper in South Sumatra (although it eventually collapsed too), more openly showed its alignment with the government. It even seems to be the government's public relations media in reporting on karhutla control events. A positive-constructive journalism model that is carried out, which is claimed to consistently spread enthusiasm to the public that the karhutla problem is a common problem, so government policies related to karhutla control must be supported.

The meaning of positive-constructive journalism shows the enthusiasm to provide values that are useful and have a positive effect on the community in overcoming the problem of karhutla. So that the construction of the karhutla control event, *Koran Sindo Sumsel* clearly shows its alignment with the government, even as its public relations and obviously wants to secure the orientation of its media market interests.

## DISCUSSION

Daily *Sumatera Ekspres*, *Sriwijaya Post* and *Koran Sindo Sumsel*, make a strong one- sided meaning with the government in constructing a karhutla control policy. If observed, there is a mutually beneficial reciprocal relationship between the three newspapers with the Government of the Province of South Sumatra in the production process of news on the

policy of controlling forest fires. In that context, it can be seen that the power relations between the government and the editors of the three newspapers look equal, however, in another context that the three newspapers have the

ability to lead public opinion, then in the mass communication space, actually the three newspapers actually have the power and power greater than the power that is owned by the government.

This is because the media can play a role in influencing and even changing policies issued by the government, based on the wishes and requests of the public that are channeled through the mass media. Therefore, mass media is often referred to as the fourth pillar of democracy, namely after the executive, legislative and judicial branches. Although it is outside the formal political system, the existence of mass media has a strategic position in mass information, educating the public as well as being a tool of social control. Therefore, freedom of the press becomes one of the benchmarks for the quality of democracy in a country and changes in the power of a ruling regime.

The mass media, in the end, has a dominant role as a determinant in news production. Media editors are the ones who determine the production process and news publications, because the media dominates and has power in the mass communication system. The government and other groups are only positioned as news sources selected and selected by the media themselves. In the mass communication system, the media is said to be the main force that has the power to influence public opinion. Although, the large flow of global capitalism, has indirectly dragged the idealism of media managers into the realm of commercialization which later resulted in its inability to reject all forms of intervention from various political power relations, especially from the ruling regime and the relations of business (economic and media industry) interests that "polluting the media's independence in revealing and presenting facts.

Analysis of the results of the study also shows that each media has its own consideration and orientation in reporting events. Emerging realities are also constructed with different points of view, although technically there are many similarities. Likewise, the reality of the forest fire control policy is constructed with different fields and destinations by *Sumatra Ekspres*, *Sriwijaya Post*, and *Sindo Sumsel Koran*. The different perspectives and objectives are influenced by the background of the establishment of the three newspapers that are nationally part of a large media group syndication that has existed before in the print mass media industry, namely JPNN, KKG and MNC Group.

Based on the results of text analysis, discourse and sociocultural practices there are a number of pointers that can be displayed in order to find the orientation model of the karhutla control policy coverage. That the three newspapers that were the object of the study had their own purpose and orientation in reporting events about the control of forest fires in South Sumatra. All data examined through the AWK / CDA process, shows:

- a. *Sumatra Ekspers* chooses an objective journalist model, aka "peaceful" journalism, by carrying out objective ideals that focus on the process of maintaining balance, not contrasting facts in the news, giving space to all interested parties karhutla control policy, but shows partiality to the government and is oriented to market interests;
- b. *Sriwijaya Post* runs a model of objective-empirical and humanist journalism that emphasizes independence on the principles of truth and the public interest, does not come out of *rules of conduct of the* the ethical

and professional press. But it shows more partiality to the government and is oriented to market interests. This model has become a reference for all media under the *Kompas / KKG*, and;

- c. *Koran Sindo Sumsel* runs a model of positive-constructive journalism, which consistently casts an optimistic spirit in the public space. The meaning of positive-constructive journalism leads to the enthusiasm to provide useful values and a positive influence on society in the coverage produced by its journalists. But in the construction of the karhutla control policy, the daily also shows its alignment with the government, even as its public relations is government and is oriented to market interests.

The model of journalism run by the three newspapers seems to be ideal for each newspaper, especially in securing its interests. Again, it still represents the goals and orientation to be achieved by the three newspapers in their respective media activities. The difference in choice of models, if examined, is actually not too basic. Sumatra Express Orientation, Sriwijaya Post and South Sumatra Sindo Koran show trends that can be read from the discourse made after being confirmed by news documents and based on the background of the establishment of the three newspapers and the results of in-depth interviews with journalists including the editor in chief.

Basically, the conclusions that can be shown in relation to the model of journalism carried out by the three newspapers, are that idealistic, ideological, political and economic interests can overlap in a news only with different emphases and points of view. As explained McQuail (2012: 244), that media is the focal point of three overlapping kinds of influences, namely technology, economics, and politics. Three types of influence according to McQuail, causing the media to be "not ordinary business". The key to the character of unusual media institutions is that their activities are not separated economically and politically, even though it depends on technology that is constantly changing.

## CONCLUSION

The ideological orientation of the *Sumatera Ekspres Daily*, *Sriwijaya Post* and *Sindo Koran Sumsel*, behind the news construction of the karhutla control policy in South Sumatra is oriented to market interests or business profits. To secure the interests of its ideology, *Sumatra Ekspres* runs a model of objective journalism, aka "peaceful" journalism which is influenced by its parent, Jawa Pos.

Meanwhile, *Sriwijaya Post*, hiding its choice of market ideology in the practice of an objective and empirical journalism model applied by Kompas / Kompas Gramedia Group (KKG). While the *Sindo Sumsel newspaper*, openly showed its partisanship to the government, and even seemed to be the government's media of public relations in reporting karhutla control events. A positive-constructive journalism model that is carried out in securing the orientation of its media market interests.

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